



KENTUCKY DEPARTMENT OF EDUCATION

NEWS RELEASE

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BREAKFAST WEEK SPIRIT CONTEST WINNERS ANNOUNCED

(FRANKFORT, Ky.) – Three Kentucky school districts were recognized Thursday for their participation in a Spirit Contest to celebrate National School Breakfast Week.

The Knox County, Laurel County and Murray Independent school districts were awarded plaques by Education Commissioner Terry Holliday at a ceremony held in the State Board Room of the Capital Plaza Tower in Frankfort. Seven school districts submitted entries for the contest – the three winners and Madison County, McCracken County, Owsley County and Perry County.

In Knox County, the students started the week by being led into the gymnasium by a First Lieutenant to recruit breakfast champions. Students were introduced to members of “A Healthy Breakfast” -- the school food service staff wearing items that made up a healthy breakfast. School staff read poems introducing each breakfast item and its importance.

In Laurel County, students tried new recipes, invited guests, participated in contests and received prizes. Breakfast participation increased by 18 percent in some schools.

In Murray Independent, Murray State University (MSU) athletes were invited to a “Go for Gold”-themed breakfast week. The athletes visited and ate breakfast with the students. Usually, breakfast participation is 130, but with the MSU men’s basketball team visiting, breakfast participation rose to 250. Other participating teams included MSU women’s basketball and tennis, rifle, football, golf, volleyball, soccer and track.

National School Breakfast Week was March 5-9, and Kentucky’s public schools and program sponsors were encouraged to celebrate the event and participate in a Spirit Contest hosted by the Kentucky Department of Education’s Division of School and Community Nutrition (SCN).

(more)

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Participants documented their National School Breakfast Week celebrations and compiled photographs and text. The entries were displayed in the lobby of the Capital Plaza Tower in Frankfort, and KDE employees and visitors voted for the entries they believed best depicted the spirit of National School Breakfast Week.

Since 1989, schools across the United States have taken part in National School Breakfast Week celebrations in an effort to increase awareness of the availability of the [School Breakfast Program](#) (SBP) to all children. School breakfast is not only good for children's physical well-being, but also for their cognitive abilities. Research has shown that kids who eat breakfast score better on tests, have fewer health issues and even behave better.

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